

Rep Order# 6865368 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/19/2012 7:59 AM 1 of 3
EC'd Yes **Last Received:** 10/18/2012 7:12 PM
Showing Buylines: All Lines

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Traffic Order#

Station WAVY-TV NORFOLK, VA.
Advertiser () NATIONAL RIFLE ASSN
Product NATIONAL RIFLE ASSN
Estimate# 3388
Buyer MICHELLE MORIE
Phone#
Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3388
Flight Dates 10/22/2012 - 10/28/2012
Hiatus Weeks
Rep Firm () PHILADELPHIA
Sales Office () ANJIE BRADY
Salesperson ()
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Rep Firm

Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

-- CONTRACT COMMENT --

$$S^* = S$$

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 20,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/22-10/22	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	2	TU	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/23-10/23	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	3	W	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/24-10/24	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	4	TH	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/25-10/25	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	5	F	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/26-10/26	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												

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--REPORT TOTALS--
Report Totals: 25 / \$20,700.00

--SALES MONTHLY TOTALS--

Oct 12: 25 / \$20,700.00
Sales Totals: 25 / \$20,700.00
Station Totals: 25 / \$20,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$64,688	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 7%
		WTVZ 0%	WVBT 46%	WVEC 12%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE